

## Premier to honor UPEI students with top prize for fundraising excellence

Lyne Kyle  
Contributor

Charlottetown, PEI, January 13, 2005 - Premier Pat Binns will join Canadian Cystic Fibrosis Foundation (CCFF) Chapter President Shari Gass to present University of Prince Edward Island (UPEI) students with the CCFF's "Best Secondary Fundraiser" award tomorrow at 2:15 p.m. at the Premier's Office located at 95 Rochford Street in Charlottetown.

The award honors UPEI students for their creativity in raising money for the foundation's Shinerama campaign, Canada's largest post-secondary school fundraiser involving student at 57 universities and colleges.

UPEI's success stems from a combination of hard work, and the school's foresight in capitalizing on Shinerama's 40th anniversary. In recognition of the milestone, the students created numerous imaginative fundraisers, most notably "40 Holes of Mini-Golf for 40 years of Shinerama".

"We were thrilled to learn we had won this award," said UPEI's Ryan McDermott, Shinerama and Orientation Week coordinator. "I think it's a real testament to our community.

Although we may not have the highest number of participating students, we outperformed many large campuses, and collected more money than ever before."

"When the campaign began, students raised money solely by shining-shoes in exchange for a donation, on a school's designated 'Shine Day'," explained Lyne Kyle, Manager, Annual Giving & Donor Relations, CCFF. "Over the past four decades, Shinerama has grown to become so much more. Students are now very creative, and organize pretty well any fundraiser they think will work in their community."

UPEI has been involved in Shinerama since 1977. The school enjoyed a banner year in 2004. Last



fall, its student 'shiners' raised close to \$15,000 for cystic fibrosis research and care. This sum almost doubles the previous year's total, and is the highest amount ever raised by the university.

In addition to a number of well-received events leading up to Shine Day, Ryan and his team solicited corporate sponsors to donate campaign items, helping to decrease event costs. They also invited the media to attend all of their initiatives.

"Come Shine Day, no one had any excuse to say they didn't know we were raising money for the fight against cystic fibrosis," joked Ryan.

Students at the University of Prince Edward Island are very excited to receive this honor. Although Shinerama 2004 has just wrapped up, UPEI students are already looking at ways to better their success in 2005.

### About cystic fibrosis:

Cystic fibrosis (CF) is the most common, fatal, genetic disease affecting young Canadians. It attacks the lungs and the digestive system. The CCFF is a world leader in the fight against CF. The gene responsible for CF was identified in 1989 by a Canadian-led team of researchers supported by the Canadian Cystic Fibrosis Foundation. Canadian researchers continue to play a leading role in the worldwide race to find a cure or control for the disease.

When CCFF was established in 1960, most children with CF did not live long enough to attend kindergarten; today, thanks in part to almost \$15 million raised by four decades of enthusiastic shiners, half of all Canadians with CF are expected to live into their late 30s, and beyond.

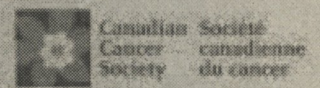


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### DEPARTMENT OF STUDENT SERVICES COORDINATOR OF NEW STUDENT ORIENTATION COMPETITION #68S05

The Department of Student Services requires an individual with excellent communication and organizational skills for the position of New Student Orientation Coordinator. Under the supervision of the Director of Student Services, the Coordinator will have overall responsibility for the design, planning, and delivery of an orientation program for students new to UPEI in September 2005.

TERM: May 2, 2005 - September 9, 2005 - Monday thru Friday  
8:30am - 4:00pm (overtime hours as required)

September 12 - 16, 2005 ( Up to 10 hours per week)

RATE OF PAY: \$7.70 per hour (includes vacation pay)

CLOSING DATE: January 28, 2005

Please submit a letter of application and a resume listing names of three references to be received no later than the closing date to the Human Resources Department, Kelley Building, University of Prince Edward Island, 550 University Avenue, Charlottetown, PEI C1A 4P3. Please quote the competition number in your letter of application.

For more information, visit [http://www.upei.ca/humanres/Employment\\_Files/68s05.html](http://www.upei.ca/humanres/Employment_Files/68s05.html)